UNITE TO BREAK THE CYCLE OF POVERTY.

vsuw.org

IMPACT REPORT 2019

vswu.org

UNITED TO BREAK THE CYCLE OF POVERTY.
Imagine our community where every individual has the opportunity to succeed, and the whole of Maricopa County and all our diverse neighborhoods, neighbors, and communities thrive as a result.

Caring donors, volunteers and partners throughout the Valley not only aspire to this with us, but take action to make it reality. It’s an honor to join you as the new President & CEO of Valley of the Sun United Way, and to introduce this 2019 Impact Report, which demonstrates the actions, impact and change you made possible over the past year.
I spent the last 20 years with Orange County United Way, in Orange County, California, where I admired the innovative work of Valley of the Sun United Way, and often applied the approaches used here to the solutions we implemented in that community.

Through my various roles in Orange County, I know first-hand that no single organization can tackle any community’s challenges alone. Therein lies the strength of United Way – we sit at the nexus of nonprofits, schools, business, government, public, private and philanthropic supporters and can connect and work with all of these groups to create transformative change. As we look to 2020 and beyond, United Way will refresh its work with all of these groups, our neighbors and all of you to plan for and implement solutions that impact Maricopa County’s kids, families and neighborhoods.

Last year, while the organization engaged in a well-planned leadership transition, and donors and corporations continued to evolve how they engage in the community and partner with nonprofits, your local United Way held steady to drive important work on behalf of your community. Ranging from: doubling the number of local 1st and 2nd grade students benefitting from online tutoring; to working with educational partners to achieve an all-time high Free Application for Federal Student Aid (FAFSA) completion by students within the Phoenix Union High School District; to providing families with scholarships to access quality childcare; to convening partners to successfully advocate for the Arizona Charitable Tax Deduction; to increasing access to healthy food through Breakfast in the Classroom, community gardens and an innovative pilot program with Food City and Lyft; to supporting critical shelter services and supportive care for those experiencing or transitioning from homelessness.

While the numeric return on donors' investments is critical, and we share detail on that in this report, together we impact more than numbers. Impact is also the smiles and newfound hope, by a child, family, senior or individual experiencing homelessness whose dignity is restored and the light of hope returns to their eyes because of the selfless giving of others. United Way’s impact, which means, YOUR impact, is demonstrated by the collective impact we make on people’s lives, and the successes of our partners working directly with those whose lives we aspire to change.

I firmly believe United Way is “owned” by the community. We exist to serve the needs of our community in partnership with community members and the leaders of its various sectors. We can only do so with the trust of the community, our partners and our supporters. This Impact Report demonstrates our accountability to each of you, and I hope it encourages further discussions about United Way’s current and future role within the Valley of the Sun.

Since I joined the team in July, I spent my first few months focused on meeting with supporters, community leaders, partners, and our staff to learn and understand perceptions of and opportunities for your United Way. These important conversations will continue, and a formal community outreach and engagement plan will be announced in early 2020, to coincide with our 95th anniversary as YOUR United Way serving YOUR community. We want to understand our community needs and aspirations and plan together for our collective future impact. We want the many voices of the Maricopa County community engaged and reflected in how we set bold goals together for 2020 and beyond. You will hear more about this in the upcoming months, so please stay tuned, and join us to plan for United Way’s future.

Thank you to the many donors, volunteers, nonprofit and educational partners, community, and corporate leaders that have entrusted the Valley of the Sun United Way Board of Directors and staff as stewards of your resources and aspirations for community change. I am thrilled to be a part of this community and team to both celebrate the accomplishments of this past year, and work with you as we evolve the long-standing work of the Valley of the Sun United Way to address needs in 2020 and beyond.

My Best,

CARLA VARGAS JASA - PRESIDENT AND CEO
Many low-income communities in the Valley are food deserts, meaning access to fresh produce and healthy foods is low with the closest location being more than a mile away. To help families struggling with the realities of being in a food desert, Valley of the Sun United Way, Lyft, and Food City united through the Grocery Access Program partnership for summer of 2019. People who needed transportation to the store were able to use a promo code to receive discounted round trip Lyft rides to and from 16 Food City locations in Phoenix, Glendale and Tempe for only $2 each way.

Together, we made it easier and faster to get to the grocery store. We also made it safer for those who need to bring their children with them to shop. Overall, we saw 2,737 rides with an average subsidy of $7.88 per ride.
<table>
<thead>
<tr>
<th>Impact for Families</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent Supportive Housing Residents received Wrap Around Services Needed to Access the Care and Resources Necessary to Get Back on Their Feet</td>
<td>1,113</td>
</tr>
<tr>
<td>People received services at Project Connect</td>
<td>2,046</td>
</tr>
<tr>
<td>People received emergency meals</td>
<td>635,646</td>
</tr>
<tr>
<td>People received financial coaching</td>
<td>5,579</td>
</tr>
<tr>
<td>Individuals in workforce development programs obtained employment</td>
<td>3,766</td>
</tr>
</tbody>
</table>
TOTAL INVESTMENT IN MARICOPA COUNTY

$97,207,487

22% Strategic Programs that fight for kids, families and neighborhoods
9% General Administration
10% Donor Directed Gifts
59% Childcare scholarships and early education professional development in partnership with First Things First

OF THE 22% IN STRATEGIC PROGRAMS

47% Fight for Kids
49% Fight for Families
4% Fight for Neighborhoods

YOUTH ENGAGEMENT PROGRAM

United Way is committed to supporting efforts to improve student civic engagement. With support from Walmart, we began collaboration on the Youth Engagement Project in November 2018 when 20 student youth groups representing four districts (Alhambra, Cartwright, Isaac, and Washington) in the Phoenix area were invited to participate. These students submitted proposals around a school environment enhancement that reflected the needs of their student body. United Way led the way with a multi-tiered approach for getting the students, administrators, corporations, and families excited and involved.

In January 2019, Walmart hosted a rally where they fully funded 19 projects including flexible seating, a virtual reality lab, library media center, outdoor garden bleachers, and many others that improved the educational experience for students.

To date, ten student groups have completed their projects. We look forward to receiving updates on those that are remaining. This was a “call to action” for the youth groups, and they all rose to the challenge.
WE FIGHT FOR KIDS

WE BELIEVE IN SUPPORTING KIDS AT ALL STAGES TO BREAK THE CYCLE.

WE FIGHT FOR FAMILIES

FIGHTING FOR FAMILIES MEANS ADDRESSING A VARIETY OF ISSUES FACING FAMILIES IN POVERTY.

WE FIGHT FOR NEIGHBORHOODS

By partnering with leaders and residents in local communities to identify needs, we can build long-term solutions to poverty together. We currently work in three neighborhoods on specific goals for each (determined in partnership with local leaders and residents).
At the end of the FAFSA season, Phoenix Union High School District (PUHSD) reached a historic high in Free Application for Federal Student Aid (FAFSA) completions with a nearly 25% increase over the previous year. We were able to maintain the number of FAFSA submissions above baseline for three years in a row. Because of efforts through Thriving Together partnerships, PUHSD reached a historic high of FAFSA submissions of 89%.

A community-wide movement to inspire thousands of volunteers across the Valley to Rise Up. During the volunteer month of April, Operation Uplift engaged more community members than ever, completing 21 projects supporting WeekEnd Hunger Backpacks, school based beautifications, community gardens and other community driven engagement opportunities.

Reached 1 million meals served through the WeekEnd Hunger Backpacks since the program started in 2011.
MAY 2019
WOMEN UNITED LUNCHEON
This year’s luncheon featuring keynote speaker Lisa Ling raised a record breaking $481,000 to end childhood hunger.

JUNE 2019
ARIZONA CHARITABLE TAX DEDUCTION
Arizona legislation included the deduction in their budget so donors can continue to include their giving on state taxes. United Way partnered with Alliance of Arizona Nonprofits to bring awareness to this issue and the impact on the nonprofit community, as well as those they serve.

MURPHY ELEMENTARY SCHOOL DISTRICT
Murphy Elementary School District is home to 1,540 students in PreK through 8th grade located in south-central Phoenix. The students in these schools face numerous challenges as the lowest-income, off-reservation district in Arizona. Some of these challenges include being well below state standard test scores, high staff turnover, and 90% or more students qualifying for free or reduced lunch.

Because of our caring donors, Valley of the Sun United Way is surrounding the students and the entire community with resources because every student deserves the opportunity for a quality education. By providing students with the tools to improve their literacy skills, stimulating learning opportunities, and the proper supplies at school and in the home, we are providing hope for their academic future.
Valley of the Sun United Way’s Board of Directors is composed of leaders from throughout our community. As members of the Board, these volunteers are charged with the responsibility of assuring the integrity of our organization by overseeing financial, structural and policy decisions that guide the organization, volunteers and staff.

Jennifer Holsman Tetreault, Chair
Executive Committee
Assistant General Counsel, Field Operations, West and Northwest US Foods

Mary Alexander (H)
Executive Committee
Chair, Community Impact Committee
Executive Vice President and General Counsel
DMB Development

Ruben Alvarez
Co-Founder, Managing Partner
Molera Alvarez, LLC

Robyn Arnell Brenden, Treasurer
Executive Committee
Chair, Finance Committee
Chief Accounting Officer
CWT

Michael Bielecki
Principal, Government Relations Group
Lewis Roca Rothgerber Christie, LLP

Phyllis Bruner
Director of Human Resources
Brophy College Preparatory

Chris Camacho
President and CEO
Greater Phoenix Economic Council

Steve Evans
Chair, Investment Committee
Community Leader

Susan Frank
Executive Committee
Community Leader

Daniel Froetscher
Executive Committee
Executive Vice President of Operations
Arizona Public Service Company (APS)

Chad Gestson, Ed.D
Superintendent
Phoenix Union High School District

John Gibson
Region Bank President, Southern Arizona
Wells Fargo Bank

Neil Giuliano
President and CEO
Greater Phoenix Leadership

John Graham
Executive Committee
President and CEO
Sunbelt Holdings

Maria Harper Marinick, Ph.D.
Chancellor
Maricopa Community Colleges

Hope Levin
Regional President, Arizona
Johnson Financial Group

Ken Levine
Community Leader

Laura LoBianco
Partner
Lewis Roca Rothgerber Christie, LLP

Chris McCurdy
Senior Vice President, Supply Chain
PetSmart

Emily Mead
Sr. Program Manager
Institute for Sustainable Communities

Gonzalo de la Melena, Jr.
Managing Partner
Emerging Airport Ventures

Jeff Meshey
Chair, Tocqueville Society and Major Gifts Committee
President and CEO
Desert Financial Credit Union

Nina Mullins
Co-Chair, Women United Steering Committee
Sr. Director of Land and Papago Park Center
SRP

Kathleen Quirk
Executive VP, CFO and Treasurer
Freeport-McMoRan Inc.

Joy Rich
County Manager
Maricopa County

Vince Roig
Executive Committee
Chairman
Helios Education Foundation

Avein Saaty-Tafoya, MD
Executive Committee
Community Leader

Todd Sanders
President and CEO
Greater Phoenix Chamber of Commerce

Mark Schiavoni, Immediate Past Chair (H)
Executive Committee
Community Leader

Brad Smith, Secretary
Executive Committee
Partner
Deloitte

Don Smith, Jr., CPCU
Chair, Public Policy Committee
Partner
Deloitte

Mike Tully
Community Leader

Christine Wilkinson, Ph.D
Senior VP and Secretary
Arizona State University

Ed Zuercher
City Manager
City of Phoenix
THE LIVE UNITED TOP 20 is Valley of the Sun United Way’s highest recognition for companies that support the work of breaking the cycle of poverty in Maricopa County through volunteerism, financial contributions and leadership.

You and your employees have joined us in this critical mission. THANK YOU TO EACH OF YOU FOR YOUR SUPPORT!

*Why do you count 21 logos? There was a tie in the rankings, so we are thrilled to recognize the dedication and support of both companies, making this our LIVE UNITED 21.

VELLO
ONLINE TUTORING

Vello is a national one-on-one tutoring program that was started out of Valley of the Sun United Way. It allows passionate professionals to volunteer in just two 30-minute sessions a week to improve the reading skills of local student through an all-in-one computer station. With the program, students, volunteers, teachers, and parents have access to over 50,000 online resources including leveled books, lesson plans, activity sheets, and quizzes for each book. Teachers also have further access to online, data-driven reports that show individual and class-wide activity and performance.

In the 2018-19 school year we expanded our reach to nine cities across ten states. 61 corporate partners sponsored 1,240 volunteers who delivered over 230,000 minutes of tutoring to 2,264 students.
“United Way has done a great job mobilizing the troops because they really saw a need for this community to rally around the families and the students.”

**Vicki Douvikas** | Curriculum, Instruction and Assessment Specialist at Murphy School District

“I now have safe, affordable housing, I now have employment, I have education to go further in life and I have my counseling and my supportive services that’s going to help me maintain my mental health.”

**Theresa** | Permanent Supportive Housing Resident

“Regardless of zip code or physical location we’re all in the business of impacting our community and educating our students and bringing families together so it shouldn’t matter where we live or where we’re located. We should all be united in the same effort of improving the quality of life for our children.”

**Principal Frank Lomeli**
Academia del Pueblo

“Grocery Access Program is an innovative solution for increasing access to healthy foods, and it’s a strong complement to the City’s aim to continually improve the lives of its residents.”

**Kate Gallego** | Phoenix Mayor

“We have had some impressive growth in our 1st-3rd grade Vello kids. Vello and the sponsors are a part of our village. They are part of our hands on deck.”

**Qiana Harris** | Achievement Advisor Isaac E. Imes
Elementary School

“I’m really so grateful and I’m so thankful. Look where I’m sitting today. I’m not on the streets anymore. I’m not hungry, I’m not in the food lines. I’m not on public assistance. I learned how to manage a bank account. I’m learning how to live.”

**Bessie** | Volunteer, Women United Member, Grateful Participant in United Way Funded Programs